

ARIZONA OFFICE OF TOURISM
FY12 Media Plan
National Target Cities

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[illegible]

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FY12 Media Plan
National Target Cities

Year	2011																								2012																																																											
Month	JUL							AUG							SEP							OCT							NOV							DEC							JAN							FEB							MAR							APR							MAY							JUN						
Week	27	4	11	18	25	1	8	15	22	29	6	13	20	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	2	9	16	23	30	7	14	21	28	4	11	18																																
PPC																																																																																				
Google																																																																																				
45,364,233																																																																																				
Bing (MSN/Yahoo)																																																																																				
27,218,540																																																																																				
Facebook																																																																																				
Facebook Ads	18,145,693																																																																																			
CHICAGO																																																																																				
<u>NEWSPAPER</u>																																																																																				
<u>Chicago Tribune</u>	Chicago																																																																																			
Sunday Travel 1/2 page 4C																																																																																				
Sunday Travel front page strip 4C																																																																																				
Sunday Sports Spring Training Advertorial 1/2 Spread page 4C*																																																																																				
Sunday Tabloid 1/2 Spread page 4C*																																																																																				
*depending availability/per editorial discretion																																																																																				
Sunday circulation: 768,000																																																																																				
impressions: 10,752,000																																																																																				
<u>Chicagotribune.com</u>	Chicago																																																																																			
Travel Unraveled Newsletter - National 160x600																																																																																				
Total Emails: 136,000																																																																																				
Front Takeovers on Travel + Reskin																																																																																				
728x90, 300x250																																																																																				
Front Takeovers on Arts and Entertainment + Reskin																																																																																				
300x250, 728x90																																																																																				
Front Takeovers on Sports																																																																																				
(Spring Training Message) - 728x90, 300x250+ Reskin																																																																																				
Assignment Chicago Takeover																																																																																				
Added Value to Support E-Postcard																																																																																				
Chicago Tribune Travel Adults 35+ HH1 \$100k+																																																																																				
728x90, 300x250, 160x600																																																																																				
:15 Video Pre-Roll and Cube Leave Behind																																																																																				
300x250 Cube 640x480 Pre-Roll																																																																																				
:30 in banner Adults 35+ & Travel Enthusiasts																																																																																				
300x250																																																																																				
:30 in banner HH1 \$100k+																																																																																				
300x250																																																																																				
Chicago Tribune Mobile																																																																																				
120x20, 165x28, 216x36, 300x50																																																																																				
<u>Chicago Sun-Times & Network</u>																																																																																				
Sunday Travel 1/2 page 4C																																																																																				
Weather Page strip 4C																																																																																				
Sunday circulation: 545,620; Daily: 449,764																																																																																				
impressions: 6,547,440																																																																																				
Sunday Travel 1/2 page 4C in Thursday Pioneer Press																																																																																				
Pioneer Press Circulation: 96,804																																																																																				
<u>Newspaper & DM Insert (Madden)</u>																																																																																				
Chicago Sun Times: 150,000																																																																																				
Cost: \$8,232.54																																																																																				
Chicago Tribune: 200,000																																																																																				
Cost: \$10,976.72																																																																																				
Direct Mail: 25,500																																																																																				
Cost: \$1,399.53																																																																																				
(size depends on co-op support)																																																																																				
impressions: 375,500																																																																																				
<u>VacationFun.com Added Value (online)</u>																																																																																				
Email blast to 12,500																																																																																				
Email ezine to 12,500																																																																																				
Online Sweepstakes - Landing Page and Link																																																																																				
impressions: 275,000																																																																																				
<u>MAGAZINE</u>																																																																																				
<u>AAA Living (Illinois Edition)</u>																																																																																				
circulation:525,487																																																																																				
Chicago Metro circulation: 315,293																																																																																				
impressions: 525,487																																																																																				
<u>Added Value (online)</u>																																																																																				
EventsandDestinations.com - AZ PDF for download																																																																																				
<u>TELEVISION</u>																																																																																				
<u>ABC TV (WLS)</u>																																																																																				
60spots (:30s)																																																																																				
impressions: 7,496,000																																																																																				
<u>ABC7Chicago.com Added Value (online)</u>																																																																																				
ROS Banners, WAP page & Weather sponsorship																																																																																				
impressions: 2,108,500																																																																																				
<u>NCC Cable</u>																																																																																				
30 branding spots (2138x across targeted networks)																																																																																				
Plus Video on Demand																																																																																				
impressions: 6,126,774																																																																																				
<u>Radio</u>																																																																																				
<u>ESPN Radio- WMVP AM</u>																																																																																				
80x:10 Live Read Spots-drive traffic to arizonaguide.com																																																																																				
impressions: 520,700																																																																																				
<u>OUTDOOR</u>																																																																																				
<u>CBS Outdoor</u>																																																																																				
Wallscape - Chicago Avenue w/o Milwaukee Ave.																																																																																				
Wallscape - North Avenue & Wells																																																																																				
Spectacular - I-90 & I-294 just outside O'Hare																																																																																				
7 High profile Bulletin locations																																																																																				
6 Bulletin Locations-impressions: 54,886,800																																																																																				

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Year	2011																								2012																																																											
Month	JUL							AUG							SEP							OCT							NOV							DEC							JAN							FEB							MAR							APR							MAY							JUN						
Week	Markets																																																																																			
LOS ANGELES	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18																																	
NEWSPAPER																																																																																				
Los Angeles Times																																																																																				
Sunday Travel 1/2 page 4C																																																																																				
Sunday Travel 1/2 page bonus ad																																																																																				
Sunday Travel 1/2 page bonus advertorial																																																																																				
Sunday Travel Full Page (1/2 pg bonus)																																																																																				
Sunday Sports 1/2 page 4C																																																																																				
Sunday Sports 1/2 page bonus editorial																																																																																				
Sunday Sports Full Page (1/2 pg bonus)																																																																																				
Los Angeles Magazine - 2 Page Spread (1 pg bonus) 4C																																																																																				
Sunday Circulation: 941,914																																																																																				
Daily Circulation: 775,411																																																																																				
LA Times Magazine Circulation: 400,000																																																																																				
impressions: 6,993,398																																																																																				
Latimes.com Added Value (online)																																																																																				
ROS Banners																																																																																				
LA Getaway Travel Emails: 15,000 each																																																																																				
impressions: 290,000																																																																																				
LATimes.com	Los Angeles																																																																																			
Getaway LA Newsletter																																																																																				
Total Emails: 108,470																																																																																				
Framework- added value																																																																																				
728x90+ Reskin																																																																																				
960x630																																																																																				
Travel Marketplace widget																																																																																				
Impressions:70,500																																																																																				
Travel Spotlight																																																																																				
High Res Images																																																																																				
Travel Section Adults 35+ HHI \$100k+																																																																																				
728x90																																																																																				
:15 Video Pre-Roll and Cube Leave Behind																																																																																				
300x250 Cube 640x480 Pre-Roll																																																																																				
LATimes.com Mobile																																																																																				
120x20, 168x28, 216x36, 300x50																																																																																				
Newspaper & DM Insert (Madden)																																																																																				
Los Angeles Times: 300,000																																																																																				
Cost: \$16,465.07																																																																																				
Direct Mail: 4,500																																																																																				
Cost: \$246.98																																																																																				
Impressions: 304,500 (size depends on co-op support)																																																																																				
VacationFun.com Added Value (online)																																																																																				
Email blast to 12,500																																																																																				
Email ezine to 12,500																																																																																				
Online Sweepstakes - Landing Page and Link																																																																																				
MAGAZINE																																																																																				
AAA Westways																																																																																				
circulation: 3,800,000																																																																																				
LA Metro circulation: 2,780,131																																																																																				
impressions: 3,800,000																																																																																				
Sunset (So Cal Insider)																																																																																				
LA circulation: 137,025																																																																																				
impressions: 1,048,990																																																																																				
Sunset.com Added Value (online)																																																																																				
Getaways Travel listing																																																																																				
Impressions: 1,100,000																																																																																				
Television																																																																																				
ABC TV (KABC)																																																																																				
82 spots (:30s)																																																																																				
impressions: 9,930,000																																																																																				
ABC7.com Added Value (online)																																																																																				
ROS Banners & Weather sponsorship																																																																																				
Impressions: 3,500,000																																																																																				
AdLink Cable																																																																																				
:30 branding spots (1470x across targeted networks)																																																																																				
impressions: 11,886,068																																																																																				
RADIO																																																																																				
ESPN Radio- KSPN AM																																																																																				
80x :10 Live Read Spots-drive traffic to arizonaguide.com																																																																																				
Impressions: 808,000																																																																																				
LEGEND	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div>																																																																																			
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Added Value Traditional Media																																																																																				
Co-op Opportunities																																																																																				
Added Value- Online																																																																																				
Sweepstakes																																																																																				